

## The Best Texts and Curriculum Are In Your Mind

et's do a little recap of the past three-weeks' series on African American experiences in small town and rural Oregon (mostly mine). There was "Mama, You Ought to See All the X-Mas Trees Out Here", "Be Prepared! Even If You're Not a Boy Scout", and "Staying Clean in Southern Oregon".

If there was one single thread that ran through the entire recital it was the admonition or advice, "Be prepared, or else." And I made frequent reference to the fact it was that excellent education in the early grades which enabled this high school dropout to meet successfully every challenge and to overcome every obstacle. There must have been many raised eyebrows as I cited competently practiced professions and crafts where entry into the ranks was attained by passing tough examinations and interviews; from law school entrance to certification for Federal Tax Court Practice and electronic instrument technician.

attributed to my mother and my aunt who were 1920 graduates of "Stowe's Teachers College", St. Louis Missouri (these institutions were called "normal schools" in those days): "If I were set down in a ramshackle school with no textbooks, I could take Thomas' Regis- postal scales and hair curlers to bolts,

Even though you may never have

been hurt on the job, the chances

are you're covered by Workers

Compensation Insurance and en-

joy the security it provides. Today,

about ninety percent of the wage

and salary employees in the United

States are covered under workers

compensation laws. Workers com-

pensation insurance protects a group

of workers earning more than \$900

Employers! Not a single penny has

ever been deducted from your pay-

check to cover the cost of the pro-

tection you enjoy every working

day. Unlike most forms of insur-

ance, workers compensation is not

paid for by its beneficiaries. The

typical employer on a national basis

pays on average \$3.24 for every

\$100 of payroll in order to cover

workers against the cost of occupa-

tional hazards. In a single year,

those payments are more than \$35

compensation insurance to busi-

nesses in this country has risen

The cost of providing workers

Who pays for this protection?

billion each year.

ter of Manufacturers, Shakespeare and the Bible"--and I'd turn out students who would be accepted by the best universities in the country." And my aunt, Marjorie Scott, did just that over the years--though not permitted to install her ideal curriculum (my mother left the profession early on, having met my per-

By Professor McKinley Burt

suasive father). Now, for those of you who may have difficulty in accepting the idea of such an inordinate dependence upon these three "texts", let me clue you in to a learning paradigm that was a critical element of educational processes at an earlier time in this country. There was not the plethora of uniform, statewide assembly line curriclulum guides and lesson plans "written in stone"--nor were there hordes of mind-frozen "experts" and consultants who had each discovered a particular holy grail of methodology for curing cognitive ills--but, rather, teacher college and teacher alike understood that students learned best (and quicker) when, after first being equipped with the basic skills of mathematics and language, they would go on to create books and texts IN THEIR MINDS if provided with a relevant input of classic materials and experiences.

Let us "look" at "Thomas" Register of Manufacturers", a set of tomes I introduced to my students at Portland State University. What it does is provide the purchasing agents of American Industry with classified list of "where you get it"--the machines, parts, supplies, instruments and raw materials necessary to the manufacture of every con-To place that education in "early ceivable device used to support our way grades" in context let me quote a boast of life. It is there from cranes and bulldozers to shopping carts and baby buggies and strollers, from steel mills and foundry equipment to service station pumps and street cars, from oil refinery and sugar refiners to freight cars, barges and airplanes, from glass, paper bags,

rapidly in recent years, a trend

which is, at least in part, reflected

in premium increases to employ-

ers. Some of the reasons for these

rapid cost increases include: higher

wages, which mean higher benefit

costs, medical costs, which have

outpaced inflation and broader cov-

erage, workers compensation pays

for a broader range of work-related

injuries and diseases than it did a

full-time workers suffer an occupa-

tional injury or disease. These

hazards result in over 38 million

lost work days annually. The total

economic losses associated with

work accidents amount to billions

of dollars each year. Statistics can't

reflect either the pain and suffer-

ing of injured workers and their

families or the security workers

feel knowing they're covered by

pensation Insurance is a voluntary,

non-profit ratemaking organization

that prepares and administers rates

for workers compensation insurance.

The National Council on Com-

workers compensation.

Each year, nine out of every 100

decade ago.

screws, fasteners, wheels, gears, pulleys and whatever else needed to make it all run spin, calibrate, shake or fly.

Now this "encyclopedia" not only tells you who makes it and who sells it in your area, but quite often DESCRIBES THE MACHINE AND FUNCTIONS IN DETAIL! You may be introduced to chemistry, physics, mathematics, economics and infrastructure particulars in clear, easy to understand language (the seller wants you to have no trouble at all in understanding his claim that the product is the very best to be had). Also, the set is replete with tables of weights and measures (British and metric), of atmospheric and terrestrial functions, of chemical and thermal values, and mathematical terms and equations. Now, is it any wonder that many of America's greatest scientists and industrialists, though high school or grammar school dropouts, got their "excellent" education in the public library (including the "Black Inventors of America")?

Now, for the other two "texts" cited by my mother and aunt as prerequisites for that idealized "prep school" of theirs, "Shakespeare and the Bible". I'll not do your work for you here, I will simply state a fact, "AT LEAST FIFTY PERCENT OF THE QUOTATIONS, PROVERBS, IDIOMS AND ADAGES IN THE ENGLISH LANGUAGE ARE FROM THESE TWO SOURCES!" Check it out--use "Bartlett's Quotations" or similar references.

What more can I say? An excellent or classic education has nothing to do with modern architecture, air conditioning, lighting and plumbing, nor with a rigidity of methodology or curriculum--but it has everything to do with basic skills and teachers who can use the materials relevant to developing thinking students who can BUILD TEXTS AND CURRICULUM WITHIN THEIR MINDS FOR THE REST OF THEIR



Mrs. Bush has encouraged the work of the Leukemia Society of America since 1981, when she became the Society's honorary chairman. In 1952, when she and her husband lost their daughter, leukemia was a mysterious disease without clues for prevention, treatment or cure. Most patients could expect only a few months of life after such a diagnosis

In 1990, many people with leukemia live normal lifespans thanks to the extraordinary advances in research and treatment by the Leukemia Society of America.

Many Americans will be tuning in to the Society's Televent on August 4th and 5th in support of the battle against leukemia and related diseases. National televent sponsors include Chemical Bank, Regis Corporation, DialAmerica Marketing, American Postal Workers Union, and Harrah's Marina Hotel Casino. Televent hosts include Steve Allen, Shirley Jones, Gordon Jump, Monty Hall, Jayne Meadows, Martin Landau, Harvey Korman and Frank Bonner.

PORTLAND OBSERVER The Eyes and Ears of the CommunitY\* Office: (503) 288-0033 Fax #: (503) 288-0015

#### EXPRESS SERVICES SCHOLARSHIP PRESENTATION

WHO: William H. Stoller, President, Express Services, Temporary & Permanent Personnel, Don McClave, President, Portland Chamber of Commerce, Dr. Tukufu, President of Urban League and other dignitaries will be pres-

WHAT: Presentation of Scholarships, Introduction and Announcement of "new" Scholarship Program

WHEN: Friday, September 7, 1990, 11:30 a.m.

WHERE: Pioneer Square-Downtown

Portland. WHY: Express Services will make a

statement in support of business and their role in helping educate our youth and work force by:

1) Presenting two \$1000 scholarships to students who worked for Express Services Temporary and Permanent Personnel during the summer months.

2) Additionally, a new scholarship program-awarded by Express Services in conjunction with Society of Human Resource Managers will be announced.

### Are You Eligible For Vaccine Injury Funds?

Attention parents: October 1, 1990 is the deadline for filing a claim with the Federal Government's National Vaccine Injury Compensation Program for injuries occurring before October 1988 from one of the following childhood vaccines:

 Diphtheria and tetanus toxoids and pertussis vaccine

 Measles, mumps and rubella vaccine

·Oral polio vaccine

 Inactivated polio vaccine. Vaccination is the safest and best way to protect a child against a number of illnesses. However, in rare cases, children have had severe adverse reactions after receiving a vaccine.

The National Vaccine Injury Compensation Program provides a simplified way to resolve claims for compensation for certain vaccine-related injuries. Using this no-fault system, petitioners do not need to prove that those who manufactured or administered the vaccine were at fault. They must prove only that the vaccine is related to the injury.

Claims for injuries incurred before October 1, 1988 must be filed by October 1, 1990. After that date, claims may be pursued in civil court.

If the vaccine-related injury occurred on or after October 1, 1988, you have more time to file a claim. Call the hotline number

listed below to obtain precise deadlines. A claim can be made by a

person who has been injured by a vaccine, or by that person's parent, guardian or trustee. Claimants must file a petition with the U.S. Claims Court in Washington, D.C.

The maximum death benefit is set by law at \$250,000. For injury cases, the amount of payment is determined by the court based on the needs of the individual and the extent of injury.

For more information on the program, you can call HRSA's toll-free hotline: 1-800-338-2382.

#### **AUTOMOBILE CLUB OF OREGON**

Gasoline prices increase...again

Despite a substantial reduction in the price of oil, prices at Oregon's gas pumps haven't reflected that change.Instead, the average price per gallon recorded in Oregon AAA's August 29 fuel survey increased by 4 cents in the past week. The average price of gasoline has increased by 22.3 cents per gallon since the July 4 holiday. The nation average increased 231.2 cents per gallon between August 1 and August 29. The national average price for self-service unleaded gasoline increased 3.3 cents per gallon between August 24 and 29. The highest price recorded in the August 29 Oregon fuel survey was \$1.779 for full service Super Unleaded gasoline. The lowest price noted was \$1.219 for mini service Regular. Both prices were recorded in Portland. Current Prices are listed blow:

MINI SERVICE: Regular, \$1.240; Unleaded, \$1.334; Super Unleaded, \$1.534; FULL SERVICE: Regular, \$1.261; Unleaded, \$1.395; Super Unleaded, \$1.538. Motorists are strongly encouraged to conserve fuel-and to drive

#### SEPTEMBER IS NATIONAL SICKLE CELL AWARENESS MONTH!

THE FOLLOWING EVENT WILL TAKE PLACE THIS MONTH

WHO: The Portland Sickle Cell Anemia Foundation, 3833 N.E. Killingsworth Street, Portland, OR 97211. WHAT:Step for Sickle Cell Walk-

athon, (Will benefit the Aids and Sickle Cell Educational Program components). WHEN: Saturday, September 29,

WHERE: Whitaker Middle School Track, 5700 N.E. 39th Avenue, Portland, OR 97211.

TIME: 9:00 A.M. -12:00 P.M. (Registration at 8:00 A.M. and Runners

Green and White, \$3.50 for all others-Sponsors are needed. SPONSORS: McDonalds, Marriott,

COST: \$3.00 for those who sport

Albertsons, PPS District, Hilton, & Skan-

FOR INFO: Contact Marica Taylor (503) 249-1366. Volunteers needed!

## Black Advertising Revenues Primed by New Magazines The Future of Minority Magazines as a Base for Advertising Revenue



Dr. A. Lee Henderson

In an era where the worst revenues are being generated by the magazine industry, black entrepreneurs are reported to be swimming against the tide of falling advertising pages and high mortality rates among magazines. An August report by Jonathan P. Hicks of the New York Times, cites fascinating figures: An estimated \$300 billion in spending power among American blacks in the 1990's will propel advertisers to search out new ways of reaching this market. A diversity of interests in the black community-from fashion and beauty, to politics, and the arts-also will feed a demand for their magazines."

In the competitive arena are at least 25 black-oriented magazines with a national circulation base. Emerge, an up-scale magazine featuring articles on politics, culture, and lifestyles bowed in 1989. Time Warner Inc. owns 20 percent but it is 80 percent minority financed.

Emerge, Reach New England are not showing a profit yet, it is reported, but that is no surprise to pros who know it takes years to generate ongoing profits.

Our Standard Rate and Data Service reference guide shows that of 225 magazines started since 1988, 119 have already bit the dust.

Ebony's advertising pages are down 9.4 percent we learned, but wisely, the Johnson Publishing Company will not disclose profits.

The newer magazine entries have had a difficult time compared to the venerable mainstays of black publishing, but American Visions, five years old with its base in Washington and a trendsetter for arts and culture with history coverage, doubled the number of advertising pages needed to break even with its June issue...a grand total of 40 pages of advertising.

As a pioneer black publisher, I am regarding our economic edge as a significant wedge: more than most, I know the economies to put into motion and how to merely to fail. take advantage of the newest in desktop publishing technology. I know how to when we do venture, calculate our odds mount the printing technologies which can with foresight. rival the sophisticated, but costly mainstream publishing tactics. Misthe product with a disease of financial malnutrition that can prove fatal!

Most new magazines resort to measures which invite huge start-up costs: expen- always take the tiger by the tail and invest sive subscription lists and mailings. But I have always, fortunately, isolated a circula-

Days have been casualties among new all...in living color.

magazines, and that Time's healthy advertising declined 7.5 percent compared to the comparable first six months of last year. The advertisers know they reach black consumers on television and through a large share of black readers devoted to GO. Sports Illustrated and Elle. And to these, Black Enterprise, Ebony, Essence, or Jet. and they have small worry about reaching their advertising target.

Yet there is always an innovative magazine project or media can shift the emphasis to a new entity.

The gambling odds against the success of USA Today would have made me rich. had I taken on those bets, which saw disaster in the wake of thimblefuls of digest news, daily, becoming a national media sensation.

We have to be ready for the entrepreneurial adventure.

The media marketplace is one that we cannot afford to overlook since it is our dollars that generate so much revenue for those who do take advantage of it!

Advertising agencies which target black consumers say that they are not closed down to newcomers and that the varied needs of the black community are attractive to them. Indeed, the Mingo Group, a New York advertising agency, helmed by president Samuel J. Chisholm, is on the lookout. And so is Jamison and Leary Advertising Inc. in New York, notes Charles N. Jamison Jr., executive vice president, although he cautions against the new black magazines being perceived as viable for most traditional advertising,

The frustrations are noted, but do not stop the young Harvard Business School graduate publisher of Urban Profile from pursuing his quarterly publication. It offers its 18-to-35-year old black readership a variety of politics and social comment. Its publisher, Keith T. Clinkscales is not alone in pursuing his business dream.

The 11-year-old enterprise Class is healthy and continuing to be published by René John-Sandy who conveys its artsand-celebrity features to a circulation base of American and Caribbean subscribers.

Astutely, René John-Sandy notes that with 35 million blacks in the United States there is room for others to join Ebony, Jet, and Essence which reaches only two million of these.

We have 33 million potential subscribers waiting in the wings!

We can't be unreallistic and venture

we can, nowever, still be realistic and

Only by carefully measuring and assessing our skills, our requisite financial inmanagement can eat overhead, and infect vestments, our drives and our dreams, can we succeed...even where others have

> If you can't capitalize yourself, you can with, not against it!

To the media might of newspapers, tion base and market that can be encourag- radio, and television . . . never undering to those companies seeking to lure a guesstimate the future of the magazine, no slice of the black market into their adver- matter that it is initially looked upon as maverick.

We're aware that Manhattan Inc. and 7 It just might prove the mighty mite of

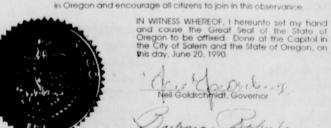
#### OFFICE OF THE GOVERNOR **PROCLAMATION** STATE OF OREGON

Sickle cell anemia is an inherited blood disease which causes the normally round and flexible oxygen-carrying red blood cells to be changed into a crescent or sickle shape within the blood vessels; and These sickled cells can become trapped in the spleen and elsewhere and are destroyed, causing anemia from a shortage of red blood cells; and WHEREAS: Sickled cells can become lodged in tiny blood vessels, plling up other red blood cells and possibly blocking vessels completely; and WHEREAS: Such painful sickling crises often occur in bones and organs of the abdomen or chest and destroy areas of tissue from lack of oxygen, and the abdomen or chest and destroy areas of tissue from lack of oxygen, and the abdomen or chest and destroy areas of tissue from lack of oxygen, and the abdomen or chest and destroy areas of tissue from lack of oxygen, and the abdomen or chest and destroy areas of the abdomen or chest and the abdomen of the abdomen or chest are also are als WHEREAS Sickle cell anemia occurs mainly among blacks, Hispanics of Caribbean ancestry, and some people of Mediterranean descent; and WHEREAS: Over 50,000 individuals in the United States have sickle cell anemia, and we must inform the population at risk for better family planning decisions; WHEREAS: There is yet no cure for sickle cell anemia, but positive progress has been made in counseling and medical care, thus improving chances of survival and the quality of life for patients and their loved ones; and WHEREAS: WHEREAS:

The Portland Sickle Cell Anemia Foundation, Inc. will join the nationwide Sickle Cell Awareness Month of September 1990 to inform targeted populations of this deadly disease and to enhance the Foundation's fund-raising efforts to complete program goals.

I, Neil Goldschmidt, Governor of the State of Oregon, hereby proclaim September 1990 as SICKLE CELL ANEMIA AWARENESS MONTH

in Oregon and encourage all citizens to join in this observance



CREED OF THE BLACK PRESS

The Black Press believes that America can best lead the world away from social and national antagonisms when it accords to every person, regardless of race, color, or creed, full human and legal rights. Hating no person, fearing no person, the Black Press strives to help every person in the firm belief that all are hurt as long as anyone

# PORTLAND OBSERVER

Workman's Compensation--

**How it Affects You** 

(USPS 959-680) OREGON'S OLDEST AFRICAN AMERICAN PUBLICATION Established in 1970

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